

SEMESTER-III

CORE-7 MARKETING MANAGEMENT

Instructional Hrs-90	Credit-4
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OBJECTIVE-

*To help students to understand the concept of marketing and its applications.
To make the students aware of modern methods and techniques of marketing.*

MODULE-1 Marketing management-Introduction-Definition of marketing and marketing management-Marketing concepts and functions-Marketing mix-

(10hrs)

MODULE-2 Market segmentation-Concept-Need- Basis-Market targeting-Market positioning-Understanding consumer behaviour-Buying motives-Factors influencing consumer buying decisions.

(20hrs)

MODULE-3 Marketing of products-Product-Meaning-Product development-Product mix-PLC-Branding-brand equity-Brand loyalty-Trade mark-Packaging and labeling-Pricing of products-Factors influencing pricing-Pricing policies and strategies-Types of pricing.

MODULE-4 Logistic and supply chain management-Its elements-Channel of distribution-types-Factors affecting the choice of a channel of distribution.

(15hrs)

MODULE-5 Emerging trends in marketing-Modern marketing-Direct marketing-E-Marketing-Tele marketing-Viral marketing-Relationship marketing-Social marketing-Demarketing-Remarketing-Synchro marketing-Service marketing.

(20hrs)

SUGGESTED READINGS

Philip Kotler and Abraham Koshy: Principles of Marketing

William. J .Stanton: Fundamentals of Marketing
Stanton W.J.Etzel Michael and Walker: Fundamentals of Marketing
Debbie Gilliland : Marketing.
Cranfield School of Management: Marketing Management
Mamoria and Joshy: Principles of Marketing
Rajan Nair: Marketing Management
Ramaswamy and NamaKumari: Marketing Management
Stone, Fundamentals of Marketing.
Neil Russel-Jones, Marketing, Sales, and Customer Service.

CORE-8 FINANCIAL ACCOUNTING

Instructional Hrs-90	Credit-4
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OBJECTIVE- *To familiarize the students with the accounting principles and practices of various types of business other than companies.*

MODULE-1 Final accounts of sole traders-Principles of materiality-Consistency-prudence-Timeliness-Substance over form-Matching principle-Accounting standards-Meaning and scope-Capital and revenue expenditure-Capital and revenue receipts-Adjusting-Closing and rectification entries-Trial balance-Trading and profit and loss account- Balance sheet-Preparation with all adjustment including overcast and under cast of both opening and closing stock-An over view on AS-1, 2, 4, 5, 6, and 10.

(20hrs)

MODULE-2 Accounts of incomplete records-Features of single entry-Distinguish between single entry and double entry-Defects of double entry-Profit determination under single entry-Capital comparison method-Conversion method-Steps for the conversion of single entry in to double entry-Preparation of Trading andprofit and loss account under conversion method.

(20hrs)

MODULE-3 Royalty accounts-Meaning-Minimum rent-Short working-Recovery-Special circumstances-Adjustment of minimum rent in the event of strike and lockouts-Government subsidy incase of strike or lock outs- Journal entries in the books of lessor and lessee-Preparation of Minimum rent-Short working-Royalty accounts.(Excluding sublease)

(15hrs)

MODULE-4 Branch accounts-Objectives-features and types-Accounting for branches keeping full system of accounting-Debtors system- Stock and debtors system-Independent branches and Incorporation of Branch trial balance in the books of H.O-Cash in transit and goods in transit-Consolidated balance sheet.

(20hrs)

MODULE-5 Accounting for consignment-Meaning-important terms-Journal entries in the books of consigner and consignee-Goods send at cost or invoice price-Preparation of consignment account-Consignees account-Valuation of stock-Normal loss and abnormal loss.

(15hrs)

SUGGESTED READINGS

Jain.S.P and Narang.K.L : Advanced Accountancy
Maheswari.S.N and Maheswari S.K: Advanced Accounting
Paul.K.R: Corporate Accounting
Dr. S.M.Shukla and Dr.S.P.Gupta :Advanced Accounting
Mc Shukla and T.S.Grewal:Advanced Accounts
Rawat.D.S :Business Accounting
Jayapandian. S, Accounting for Managers.
Naseem Ahmed, Financial Accounting.

CORE-3 E-COMMERCE AND GENERAL INFORMATICS

Instructional Hrs-72	Credit-4
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OBJECTIVE- *The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media.*

MODULE-1 Overview of Electronic Commerce-Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for E-commerce Application of E-Commerce in Direct Marketing and Selling,

Value Chain Integration, Supply Chain Management, Corporate Purchasing,
Financial and Information Services

(12 hrs)

MODULE-2 E-Commerce Models and Strategies -Types of E-commerce : B2B, B2C, C2C
C2B- Business Models for E-Commerce- Brokerage Model, Aggregator
Model, Info-mediary model, Community Model, Value chain model,
Manufacturer model, Advertising Model, Subscription model- Electronic
Data Interchange Mobile Commerce and Web Commerce - Introduction to
ERP-Components.

(18 hrs)

MODULE-3 Electronic Payment Systems -Overview of Electronic Payment Systems,
Cybercash (Customer to Merchant Payments, Peer to Peer Payments,
Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card
Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

(12 hrs)

MODULE-4 E-Commerce Security-Introduction to Security Passwords Viruses
Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital
certificate - other security measures

(12 hrs)

MODULE-5 Setting up of E-Commerce Business-Web development Promotion of the web
sites Trust building Loyalty building Marketing and branding - Online
transactions Management and control Product delivery Settlement.

(18 hrs)

SUGGESTED READINGS

*Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S.
Jaiswal, Galgotia Publications.*

E-Commerce: An Indian Perspective, P.T. Joseph, S.J., PHI.

Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH

Business on the net: An Introduction to the whats and hows of e-commerce:

Agarwala and Lal, Macmillan India Ltd.

*E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani
Nag, TMH*

E-Commerce: Schneider, Thomson Publication

CORE-9 BUSINESS MANAGEMENT

Instructional Hrs-54	Credit-2

OBJECTIVE- *To familiarise the students with concepts and principles of Management*

MODULE-1 Management: Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.-Contributions of F.W.Taylor and Henry Fayol-Emergence of Japan as an industrial giant.

(12hrs)

MODULE-2 Planning-Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

(8hrs)

MODULE -3 Organising and Staffing : Nature and purpose of organisation, Principles of organisation-Types of organization Organisation Chart-Organisation manual-Departmentation, Committees Authority-Deligation of Authority- Responsibility and accountability-Centralisation Vs decentralisation of authority - Nature and importance of staffing - Process of selection & recruitment.

(12hrs)

MODULE -4 Directing : Meaning and nature of directing - Motivation- meaning-importance-Theories of Motivation (Maslow s, Herzberg, McGregor s, X & Y theory) Leadership-Meaning-Styles Managerial Grid by Blake and Moun-ton-Likert s Four level model-Coordination-Meaning and importance.

(12hrs)

MODULE-5 Controlling: Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control-Control by Exception.

(10hrs)

SUGESTED READINGS

- ̄□̄ *Koontz & O Donnell, Management.*
- ̄□̄ *Appaniah & Reddy, Essentials of Management.*
- ̄□̄ *L M Prasad, Principles of management.*
- ̄□̄ *Rustum & Davan, Principles and practice of Management.*
- ̄□̄ *Srinivasan & Chunawalla, Management Principles and Practice.*
- ̄□̄ *S V S Murthy, Essentials of Management.*
- ̄□̄ *B.S.Moshal, Principles of Management.*

OPTION-2 :COMPUTER APPLICATION

CORE (OPTIONAL)-1 INFORMATION TECHNOLOGY FOR BUSINESS (60% Theory and 40% Practical)

Instructional Hrs-90

Credit-3

OBJECTIVES:

The objective of this course is to make students:1. Aware of the role of information technology in business.

2. Capable of developing web pages for business and Acquaint with internet as a knowledge management tool

MODULE-1 Introduction to Information Technology: Information and Communication Technology (ICT) Information systems E-World Introduction to Information Technology Act; Computer Architecture: Input Hardware- Processing & Memory Hardware Storage Hardware Output Hardware Communication Hardware- Computing Technology: Cloud computing (Hrs Theory-8, Practical-4)

MODULE-2 Operating Systems: Concept of operating system WINDOWS,UNIX & LINUX - versions; Windows XP: Managing files & folders Windows
54

Explorer - Understanding your computer customization configuring screen, mouse, Printer System Tools- Customizing windows -Protecting computer. (Hrs-Theory- 8, Practical-16)

MODULE-3 Network& Communications : Protocols in Computer communications- Wired & Wireless communication Future of communications Satellite Based systems Beyond 3G to 4G- Networks-Benefits of networks-types of networks:WANs. MANs, LANs, WLANs Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN environment- work group computing & groupware Telecommuting & Virtual offices Network security Firewalls. (Hrs-Theory -8, Practical-4)

MODULE-4 HTML & Webpage: Introduction to HTML- Essentials Static & Dynamic Web pages Structure of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio & Video Forms & Frames- Website Management. (Hrs-Theory-12, Practical 18)

MODULE-5 Internet: Exploring Cyberworld Internet working concepts, Devices, Internet Basics History & Architecture -ISP TCP/IP Basics- Domain Name System (DNS) -Wireless internet Mobile IP Mobile TCP GPRS WAP Web services Search Engines - searching, downloading and saving webpages Web browsers Internet Explorer-Mozilla FireFox- controlling browser options - Book marks Favouirites RSS Internet Terminology -Blogging Podcast. Email- POP3 IMAP - Video Conferencing - Internet as a knowledge management tool.(Hrs-Theory-4 Practical-8)

Practical Training:

- *Designing a web page for your department*
- 2. *Designing a web page for a Retail marketing firm.*
- 3. *File Management in Windows (Operations with files & folders)*

SUGGESTED READINGS

- *Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill Company*
- *Operating System Concepts (Windows XP update): Avi Silberschatz, Peter Galvin & Greg Gagne Willey*
- *Computer Networks Protocols, Standards and Interface: Uyles Black Prentice Hall India Pvt. Ltd.*
- *Web Design Technology Theory and Techniques on the cutting edge : D.P. Nagpal S.Chand & Company*
- *HTML Black Book: Stephen Holzner Dreamtech Press*
- *Web Technologies: Achyut S. Godbole & Atul Kahate Tata McGraw Hill Company.*
- *Using the Internet: Barbara Kasser Prentice Hall of India Pvt. Ltd.*
- *The Complete Reference on Internet: Margaret Lavine Young Tata McGraw Hill Edition.*
- *How to do everything with HTML & XHTML A beginners Guide: James Pence Dreamtech Press*